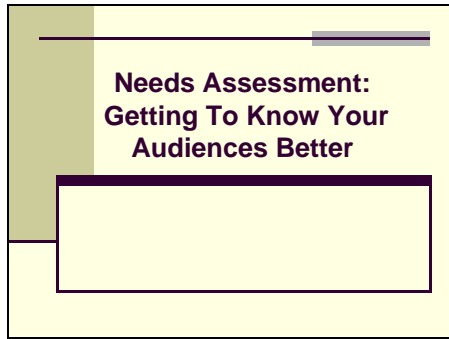
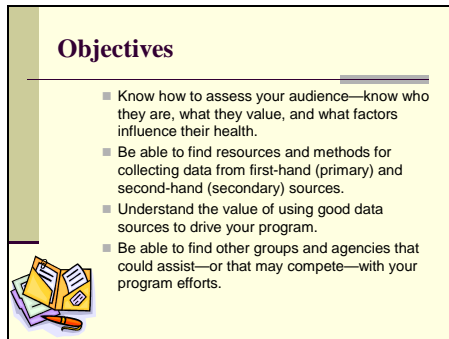


Handout #1: Slides

Slide 1




Slide 2



Slide 3

Handouts




- A brief on focus groups
- Additional qualitative methods
- Quantitative versus qualitative questions activity
- Literature review
- Guide to secondary sources
- Steps for involving partners in the program
- Open-ended question guide for needs assessment
- Needs assessment case study.

Slide 4

Brainstorming Activity

1. List three things that you do not know about your audience but will need to know before developing a health promotion plan.
2. Where might you find this information?



Slide 5

Questions To Answer About Your Audience

- Which audiences have the greatest cancer burden?
- How might you describe your audience? What is their race/ethnicity? Education level(s)? Age ranges? General socioeconomic status?
- Where/how do they spend the majority of their time?
- What are their health beliefs?
- What are their gaps in knowledge or barriers to health information?
- What are their health needs? What do they want with regard to . . . ? (This may or may not be related to what they value.)
- What are the best ways to reach your audience (e.g., looking at community resources)? What is their media access/use?

Slide 6

Information Collection

- Primary sources
 - Quantitative: Surveys/questionnaires
 - Qualitative: Focus groups, public meetings, direct observation
 - Qualitative: In-depth interviews with community leaders, interviews with other program planners.


Slide 7

Activity: Taking a Closer Look at Additional Qualitative Methods

1. Take a moment to look over the qualitative method you are assigned (see Handout #3):
 - In-Depth Interviewing
 - Key Informant or Elite Interviewing
 - Case Studies
 - Historical Analysis.
2. Find at least one pro and one con of the method.
3. Optional: When would you use this method?

Slide 8

Activity: Quantitative Versus Qualitative Questions



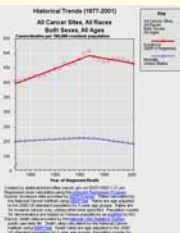
Activity: Review the questions in Handout #4.

- Think about which questions you would use for quantitative vs. qualitative research.
- Mark questions that you would use for a questionnaire or survey (quantitative) with a "★."
- Mark questions that you would use during a focus group or interview (qualitative) with a "✓."

Slide 9

Information Collection


- Secondary sources
 - Health status data: demographics, vital statistics, hospital records, morbidity and mortality reports
 - Cancer Control PLANET (<http://cancercontrolplanet.cancer.gov>)
 - State Cancer Profiles (NCI, CDC)
 - Literature review.



Slide 10

Literature Reviews

- Before you begin, ask yourself:
 - What is the specific problem or question I want to define?
 - What type of literature should I review?
 - What issues should I be looking at more closely?
- Journals versus magazines:
 - Peer review.
- Web sites:
 - .gov, .org, and .edu versus .com
 - Editorial board
 - Links
 - Update
 - Online databases.



Slide 11


Some Useful Web Sites

- U.S. Census Bureau: <http://www.census.gov>
- National Center for Health Statistics: <http://www.cdc.gov/nchs>
- State Cancer Profiles: <http://statecancerprofiles.cancer.gov> (can be accessed through the Cancer Control PLANET Web site, <http://cancercontrolplanet.cancer.gov>)
- American Cancer Society's Facts and Figures: http://www.cancer.org/docroot/STT/stt_0.asp
- See Handout #6: Guide to Secondary Sources.



Slide 12

Your Goal . . .



- You will have a better understanding of factors that affect the health of your audience. These include:
 - Knowledge, attitudes, and beliefs
 - Cultural, religious, and spiritual beliefs
 - Environment
 - Access to resources
 - Competing messages
 - Socioeconomic status.


Slide 13

Establish a Baseline

- What does your audience know about the causes of the disease?
- Do they know the factors that increase or decrease their risk?
- Does your audience get screened for the disease?
- What other health-driven behaviors does your audience do?

Slide 14

Partnerships




Definition:
The goal of a partnership is to create synergy. This is a state in which each partner is a resource. Together they create a stronger unit. Synergy gives each partner a chance to volunteer his or her strengths, experience, skills, and knowledge in order to achieve what the individual could not do alone.

Slide 15

Degrees of Partnership

- Extensive—development through dissemination
- Limited—provide channels of delivery that support one or more of the following:
 - Implementation
 - Evaluation
 - Promotion
 - Dissemination.




Slide 16

Your Experience

- Have you had any successful partnerships with:
 - Organizations with competing messages
 - Nontraditional program partners.
- Did these partners provide useful information about your audience?

Slide 17


Barriers



- Competing health messages
 - Unhealthy lifestyles
 - Other health issues
 - Other health-enhancing activities.
- Basic needs
 - Expenses
 - Care-taking.
- Education
- Fears/misconceptions/stigma.

Slide 18

Case Study Activity




- Scenario 1: You are a State cancer control planner in Texas and would like to learn about the incidence and mortality of cancer in your State.
 - Where can you look?
- Scenario 2: You have decided to target your cancer control program to Cameron County, TX.
 - What sources of information can you use to learn about the community's health beliefs, practices, and concerns?
 - What sort of terms may be useful for doing an online search?
- Scenario 3: You have decided to interview the leaders in your community.
 - How do you define a community leader?
 - What kinds of questions will you want to ask community leaders in Cameron County, TX?

Slide 19

Objectives

- Know how to assess your audience—who they are, what they value, and what factors influence their health.
- Be able to find resources and methods for collecting data from first-hand (primary) and second-hand (secondary) sources.
- Understand the value of using good data sources to drive your program.
- Be able to find other groups and agencies that could assist—or that may compete with—your program efforts.

Slide 20



Questions?
